



## Sponsorship Opportunities



2020 marks the 11th year of the PM Society Digital Awards which recognises the best in digital effectiveness, creativity and innovation from across the healthcare industry. We highlight the best programmes, tools and campaigns across a broad range of digital activities in medical communications, HCP education, pharma marketing, patient support, internal and corporate communications.

The Digital Awards event regularly attracts upward of 500+ people from the pharmaceutical industry and supporting agencies, which make it a superb networking opportunity. The evening offers you the chance to make a big impression on the people that count; current and potential clients, all of whom are interested in digital communications in the healthcare sector.

With a range of sponsorship packages available, it really is the perfect way to promote your company. Don't delay in securing your favourite category today! The sooner you get involved the more publicity your company will receive!

Please do get in touch with Alex Hankinson at [Alexandra@pmsociety.org.uk](mailto:Alexandra@pmsociety.org.uk) to discuss any individual packages or bespoke options.

Please be aware that existing **category sponsors** will be offered first refusal on the category they sponsored previously. However after **15 April**, the category will be opened up to all and sold on a first come first serve basis.

**Overall sponsorship** is offered for a maximum of two years to the same sponsor consecutively and is not available in 2020. Please send enquiries about overall sponsorship to Alexandra Hankinson.



## 2020 CATEGORIES

### EFFECTIVENESS CATEGORIES

- 1: Brand promotion
- 2: HCP education, training & support
- 3: Healthcare charities & patient associations
- 4: Patient programmes
- 5: Congress, meetings & events
- 6: Integrated channel
- 7: Corporate & Internal communications
- 8: Market Access – **NEW!**
- 9: Global to Local – **NEW!**
- 10: Still Working! – **NEW!**

### CRAFT CATEGORIES

- 11: Film
- 12: Animation
- 13: Innovation: Best use of new or emerging technology
- 14: Innovation: Creativity

### PEOPLE CATEGORIES

- 15: Digital Project or Account Manager
- 16: Agency Digital Team
- 17: Pharma Digital Partner



# OVERALL AWARDS SPONSOR

*(SOLD for 2020)*

**COST: £12,500 + VAT**

**(Inclusive of one category sponsor)**

## Pre awards ceremony:

- Title sponsor of the Digital Awards, shown as PM Society Digital Awards supported by [company name] along with company logo on all digital awards branding
  - Website banner
  - Mail shot banner to all PM Society members
  - Guest List
  - Programme menu
  - Front cover of online results brochure
- Company logo on e-ticket (subject to deadline)
- \*Company logo to appear on all promotional material and publicity emails
- \*Company logo and link promoted via social media
- \*Company logo to appear on dedicated Digital Awards website, with link to company website

## During ceremony:

- VIP area at pre awards drinks reception with screen showing promotional video
- Company logo to appear on awards table plan
- \*One table of 10 at the Digital Awards (value £3,250)
- Prime table positioning, close to stage
- Company logo to appear on front cover and inside guest list
- Main awards screen to show 'Supported by (company logo)'
- 20 second promotional video on sponsors' loop at the Awards ceremony
- \*Full page colour advertisement to appear in printed programme (H230mm x W110mm excluding bleed)
- \*Company representative to present trophy to category winner on stage
- \*Photograph of sponsor taken with category winner and host
- \*Colour advertisement to appear on touchscreens at the Awards showing all finalists work (H1,170mm x W540mm)

## Post award:

- Company logo to appear on all promotional material and emails
- Opportunity to mail (electronically) one communication to all winners (post event)
- \*Double page colour advertisement in the online Digital Awards results brochure available to view through to launch of 2021 Awards (H420mm x W297mm)

*\*included in category sponsor*



## CATEGORY SPONSOR

**COST: £6,250 + VAT**

### Pre awards ceremony:

- Company logo to appear on all promotional material and publicity emails promoting the Awards
- Company logo to appear on dedicated Digital Awards website, with link to your company website
- Company logo and link promoted via social media

### During ceremony:

- Sponsor table at pre awards drinks reception with company logo toblerrone
- One table for 10 people, at the event (value £3,250)
- Priority table positioning
- Company logo on sponsors' loop at the Awards ceremony
- Company logo to appear in guest list
- Sponsored category to show 'sponsored by (company logo)'
- Full page colour advertisement to appear in printed programme (H230mm x W110mm excluding bleed)
- Company representative to present trophy to category winner on stage
- Photograph of sponsor taken with category winner and host
- Colour advertisement to appear on touchscreens at Awards showing all finalists work (H1,170mm x W540mm)

### Post award:

- Double page colour advertisement in the online Digital Awards results brochure available to view through to launch of 2021 Awards (H297mm x W420mm)



*"2019 was KVA's first year sponsoring the PM Digital Awards and we were not disappointed! The platform was hugely beneficial for us to elevate our brand and solidify our unique offering of blending creative and technology in a seamless approach. Here's to next year!"*




## PROGRAMME SPONSOR

**COST: £3,000 + VAT**

- Company logo to appear on all promotional material and publicity emails promoting the Awards
- Company logo to appear on dedicated Digital Awards website, with link to your company website
- Company logo and link promoted via social media
- Company logo on front cover of Awards programme menu (printed and distributed to all guests at the event – approximately 500)
- Full page colour advertisement in Awards programme menu (H230mm x W110mm excluding bleed)
- Two tickets to attend the Awards event (value £650)

## GUEST LIST SPONSOR

**COST: £3,000 + VAT**

- Company logo to appear on all promotional material and publicity emails promoting the Awards
  - Company logo to appear on dedicated Digital Awards website, with link to your company website
  - Company logo and link promoted via social media
  - Company logo on front cover of Awards guest list (printed and distributed to all guests at the event – approximately 500)
  - Full page colour advertisement in Awards guest list (H210mm x W97mm)
  - Two tickets to attend the Awards event (value £650)
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## PHOTO BOOTH SPONSOR

**COST £3,250 + VAT**

Photo Booths are a must have item at events. As the booth itself can be branded, it fits in with any brand or company image!

- Company logo to appear on all promotional material and publicity emails promoting the Awards
- Company logo to appear on dedicated Digital Awards website, with link to your company website
- Company logo and link promoted via social media
- Logo to appear on front of the photo booth itself
- Logo to appear on all printed photos

## ADVERT IN PROGRAMME

**COST: £750 + VAT**

- Opportunity to place a full page colour advert in the Awards programme

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